

Appin No. 09/575,145
Amdt. Dated March 7, 2005
Response to Office action of February 8, 2005

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REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action, made final, dated February 8, 2005.

SPECIFICATION

The Applicant has amended Page 1 of the Specification to correct errors of typographical nature. The Applicant submit that these amendments introduce no new matter.

AMENDMENTS

Claims 1 and 5 have been amended to clarify that the coded data is printed at the same time as printing the photograph. It is submitted that this feature was implicitly present in the claims as filed. The steps of (a) printing the photograph and (b) also printing coded data, clearly mean that the coded data is printed at the same time as printing the photograph. This interpretation of the claims is readily apparent from the specification as a whole (see, for example, page 73). However, the Applicant wishes to clarify this feature in the interests of expediting examination of the application.

CLAIM REJECTIONS - 35 USC § 103

The Examiner has introduced Dymetman (US 6,330,976) into the proceedings, because he asserts that Dymetman discloses all the features of claim 1 in combination with Tabata. The Applicant contests this assertion.

Dymetman contemplates generating coded documents by first providing coded blank paper from a specialist supplier and then printing visible markings onto these coded blank sheets. This is made abundantly clear by the passage at column 11, lines 55-65 of Dymetman, which states:

A coded substrate supplier could produce sheets of paper in different formats for different uses by the publishing industry. Each sheet can be processed through a specialized printing procedure which (1) assigns a fresh page-identifier (and possibly page-id-code) to the sheet, and (2) prints in UV ink machine-readable markings encoding the page-identifier (and possibly page-id-code) on the surface of the sheet.

A publisher can buy these apparently uniformly white sheets and can print visible markings on them using standard ink.

Clearly, Dymetman does not contemplate generation of photographs by printing the photograph and the coded data at the same time and using the same printer.

The skilled person would have considered it impractical to combine the teachings of Dymetman with Tabata. An important reason why digital photographs are so popular is that users can print the photographs onto standard white paper immediately or as required. It would be considerably more inconvenient if users were required to purchase specialist coded paper in order to enjoy the advantages of interactive photographs according to the present invention. Users would be reluctant to do this and, therefore, the skilled person would not

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have considered combining Dymetman with Tabata without prior knowledge of the present invention. The overall teaching of Dymetman is not directed to generating interactive documents on demand.

Moreover, even if the skilled person were to combine Dymetman with Tabata, he would **not** arrive at the present invention. Dymetman explicitly teaches that coded data and visible images should not be printed at the same time (see column 11, lines 55-65 of Dymetman). By contrast, claim 1 of the present application specifies that the photograph and the coded data are printed at the same time, thereby allowing interactive photographs to be generated on demand using standard paper.

It is submitted that, for at least the reasons given above, the present invention is not obvious from Tabata in view of Dymetman. At the time of making the present invention, it would not have been obvious to combine their respective teachings. Further, their combined teachings do not lead the skilled person to the present invention.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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